REMARKS

Claims 81-100 are pending in this application.
Applicant has cancelled Claims 61-80, without prejudice, and
Applicant has added new Claims 81-100. Applicant respectfully
submits that the newly added Claims 81-100 ·do not contain new
matter. Applicant respectfully submits that the present
invention, as defined by Claims 81-100, is patentable over the
prior art.

Applicant has also deleted the Abstract of the
Disclosure and has substituted therefor the new Abstract of
the Disclosure which is attached hereto on a separate sheet.
Applicant respectfully submits that the new Abstract of the
Disclosure does not contain new matter.

Based on the foregoing amendments and the following
Remarks, the application is deemed to be in condition for
allowance and action to that end is respectfully requested,

13

I. THE 35 U.S.C. §102 REJECTIONS:

The Examiner asserts that Claims 61-80 are rejected under 35 U.S.C. §102(e) as being unpatentable over Kolls, et al., U.S. Patent No. 6,604,085 (Kolls). As noted above, Applicant has cancelled Claims 61-80, without prejudice, and Applicant has added new Claims 81-100. Applicant respectfully submits that the newly added Claims 81-100 do not contain new matter. Applicant respectfully submits that the present invention, as defined by Claims 81-100, is patentable over Kolls and is patentable over the prior art.

IA. THE PRESENT INVENTION, AS DEFINED BY CLAIMS 81-100, IS PATENTABLE OVER THE PRIOR ART:

Applicant respectfully submits that the present invention, as defined by Claims 81-100, is patentable over the prior art. Applicant respectfully submits that the present invention, as defined by independent Claim 81, is patentable over the prior art.

Applicant respectfully submits that the present invention, as defined by independent Claim 81, is patentable over Kolls. Applicant respectfully submits that Kolls does not disclose or suggest many of the specifically recited

14

features of independent Claim 81 and, therefore, Kolls does

not disclose or suggest all of the features of independent

Claim 81.

Applicant respectfully submits that Kolls does not

disclose or suggest a computer-implemented method, comprising

receiving a first request by a content provider to be notified

regarding an occurrence of an event, wherein the event is at

least one of a request by a merchant for advertising space, a

change in an offered price for an advertising space, and a

change in a term or condition for an advertising offering, and

detecting the occurrence of the event, wherein the occurrence

of the event is automatically detected with a processing

device, all of which features are specifically recited

features of independent Claim 81.

Applicant submits that Kolls does not disclose or

suggest a computer-implemented method, comprising receiving

the recited first request by a content provider to be notified

regarding an occurrence of the recited event, wherein the

recited event is at least one of a request by a merchant for

advertising space, a change in an offered price for an

advertising space, and a change in a term or condition for an

advertising offering. Applicant further submits that Kolls

15

does not disclose or suggest detecting the occurrence of the recited event, wherein the occurrence of the recited event is automatically detected with the recited processing device.

Applicant further submits that Kolls does not disclose or suggest generating a message containing information regarding the event, wherein the message is automatically generated by the processing device, transmitting the message to a computer or a communication device associated with the content provider, all of which features are still other specifically recited features of independent Claim 81.

Applicant submits that Kolls does not disclose or suggest generating the recited message containing the recited information regarding the recited event, wherein the recited message is automatically generated by the recited processing device. Applicant further submits that Kolls does not disclose or suggest transmitting the recited message to the recited computer or the recited communication device associated with the content provider.

Lastly, Applicant submits that Kolls does not disclose or suggest receiving a second request to create an affiliated marketing relationship between the content provider and a

16

merchant associated with the event which was automatically
detected, wherein the second request is transmitted from the
computer or the communication device associated with the
content provider, processing the second request and
establishing the affiliated marketing relationship between the
content provider and the merchant, and storing information
regarding the affiliated marketing relationship in a database
or a memory device, all of which features are still other
specifically recited features of independent Claim 81.

Applicant submits that Kolls does not disclose or
suggest receiving the recited second request to create an
affiliated marketing relationship between the content provider
and a merchant associated with the recited event which was
automatically detected. Applicant further submits that Kolls
does not disclose or suggest the recited second request which
is transmitted from the recited computer or the recited
communication device associated with the content provider.
Applicant further submits that Kolls does not disclose or
suggest processing the recited second request and establishing
the recited affiliated marketing relationship between the
content provider and the merchant and storing the recited
information regarding the recited affiliated marketing

17

relationship in the recited database or the recited memory
device.

In view of the foregoing, Applicant respectfully
submits that Kolls does not disclose or suggest many of the
specifically recited features of independent Claim 81 and,
therefore, Kolls does not disclose or suggest all of the
features of independent Claim 81.

In view of the foregoing, Applicant respectfully
submits that the present invention, as defined by independent
Claim 81, is patentable over Kolls. In view of the above,
Applicant respectfully submits that the present invention, as
defined by independent Claim 81, is patentable over the prior
art. Allowance of independent Claim 81 is, therefore,
respectfully requested.

Applicant further submits that Claims 82-100, which
Claims 82-100 depend either directly or indirectly from
independent Claim 81, so as to include all of the limitations
of independent Claim 81, are also patentable over the prior
art as said Claims 82-100 depend from allowable subject
matter.

18

Regarding Claim 82, the prior art does not disclose or suggest the computer-implemented method of Claim 81, wherein the message is transmitted to the computer or the communication device in real-time.

Regarding Claim 83, the prior art does not disclose or suggest the computer-implemented method of Claim 81, further comprising receiving a query regarding an available at least one of an advertisement space, an advertisement rate, a commission, a referral fee, and a term or condition of an advertisement offering, wherein the query is transmitted from a second computer or a second communication device, wherein the second computer or the second communication device is associated with the merchant, processing the query and generating a second message in response to the query, wherein the second message includes information regarding at least one of an advertisement space, an advertisement rate, a commission, a referral fee, and a term or condition of an advertisement offering, and transmitting the second message to the second computer or the second communication device.

Regarding Claim 84, the prior art does not disclose or suggest the computer-implemented method of Claim 81, further comprising processing information regarding a purchase of an

advertisement space or an advertisement service.

Regarding Claim 85, the prior art does not disclose or suggest the computer-implemented method of Claim 81, further comprising processing information regarding a bid for an advertisement space or an advertisement service.

Regarding Claim 86, the prior art does not disclose or suggest the computer-implemented method of Claim 81, further comprising processing information regarding an auction of advertisement space or an advertisement service.

Regarding Claim 87, the prior art does not disclose or suggest the computer-implemented method of Claim 81, further comprising receiving a query regarding an available at least one of an advertisement space, an advertisement rate, a commission, a referral fee, a term or condition of an advertisement offering, and an affiliated marketing relationship, wherein the query is transmitted from a second computer or a second communication device, wherein the second computer or the second communication device is associated with the merchant, processing the query and generating a second message in response to the query, wherein the second message includes information regarding at least one of an

20

advertisement space, an advertisement rate, a commission, a referral fee, and a term or condition of an advertisement offering, and transmitting the second message to the second computer or the second communication device.

Regarding Claim 88, the prior art does not disclose or suggest the computer-implemented method of Claim 81, further comprising determining a commission or a referral fee due to the content provider under the affiliated marketing relationship.

Regarding Claim 89, the prior art does not disclose or suggest the computer-implemented method of Claim 88, further comprising processing a payment of the commission or the referral fee owed to the content provider under the affiliated marketing relationship.

Regarding Claim 90, the prior art does not disclose or suggest the computer-implemented method of Claim 81, further comprising storing information regarding a commission or a referral fee earned by the content provider under the affiliated marketing relationship.

21

Regarding Claim 91, the prior art does not disclose or suggest the computer-implemented method of Claim 90, further comprising storing information regarding a payment of a commission or a referral fee to the content provider under the affiliated marketing relationship.

Regarding Claim 92, the prior art does not disclose or suggest the computer-implemented method of Claim 81, further comprising storing information regarding a past success rate of an advertisement and a success rate of the content provider.

Regarding Claim 93, the prior art does not disclose or suggest the computer-implemented method of Claim 81, further comprising processing information regarding a web site or a link visited, utilized, or navigated, by an individual or a user in connecting to a computer or a web site associated with the merchant.

Regarding Claim 94, the prior art does not disclose or suggest the computer-implemented method of Claim 81, further comprising administering a financial account for the merchant or for the content provider.

22

Regarding Claim 95, the prior art does not disclose or suggest the computer-implemented method of Claim 81, further comprising at least one of processing a financial transaction for the merchant or for the content provider, effectuating a payment from the merchant to the content provider, and receiving a payment on behalf of the content provider.

Regarding Claim 96, the prior art does not disclose or suggest the computer-implemented method of Claim 81, wherein the first request is transmitted on or over at least one of the Internet and the World Wide Web.

Regarding Claim 97, the prior art does not disclose or suggest the computer-implemented method of Claim 81, wherein the message is transmitted on or over at least one of the Internet and the World Wide Web.

Regarding Claim 98, the prior art does not disclose or suggest the computer-implemented method of Claim 81, further comprising processing information regarding a transaction pursuant to the affiliated marketing relationship, generating a transaction notification report containing information regarding the transaction and a commission or a referral fee due the content provider, and transmitting the transaction

23

notification report to the computer or the communication device associated with the content provider.

Regarding Claim 99, the prior art does not disclose or suggest the computer-implemented method of Claim 81, further comprising providing notification to the content provider of the occurrence of a transaction pursuant to the affiliated marketing relationship.

Regarding Claim 100, the prior art does not disclose or suggest the computer-implemented method of Claim 99, further comprising determining a commission or a referral fee due to the content provider as a result of the transaction, and effecting a payment of the commission or the referral fee to the content provider.

In view of the foregoing, Applicant respectfully submits that dependent Claims 82-100 are patentable over Kolls. In view of the above, Applicant respectfully submits that dependent Claims 82-100 are patentable over the prior art.

Allowance of Claims 81-100 is, therefore, respectfully requested.

24

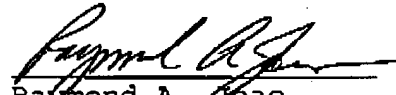## II. CONCLUSION:

In view of the foregoing, the application is deemed to be in condition for allowance and action to that end is respectfully requested. Allowance of pending Claims 81-100 is respectfully requested.

A Statement Of The Substance Of The Examiner Interview, which took place on August 8, 2006, is submitted herewith.

Respectfully Submitted,

Raymond A. Joao
Reg. No. 35,907

Encls. – Abstract Of The Disclosure
       – Statement Of The Substance Of The Examiner
         Interview

November 15, 2006

Raymond A. Joao, Esq.
122 Bellevue Place
Yonkers, New York 10703
(914) 969-2992

25